

FIG. 1

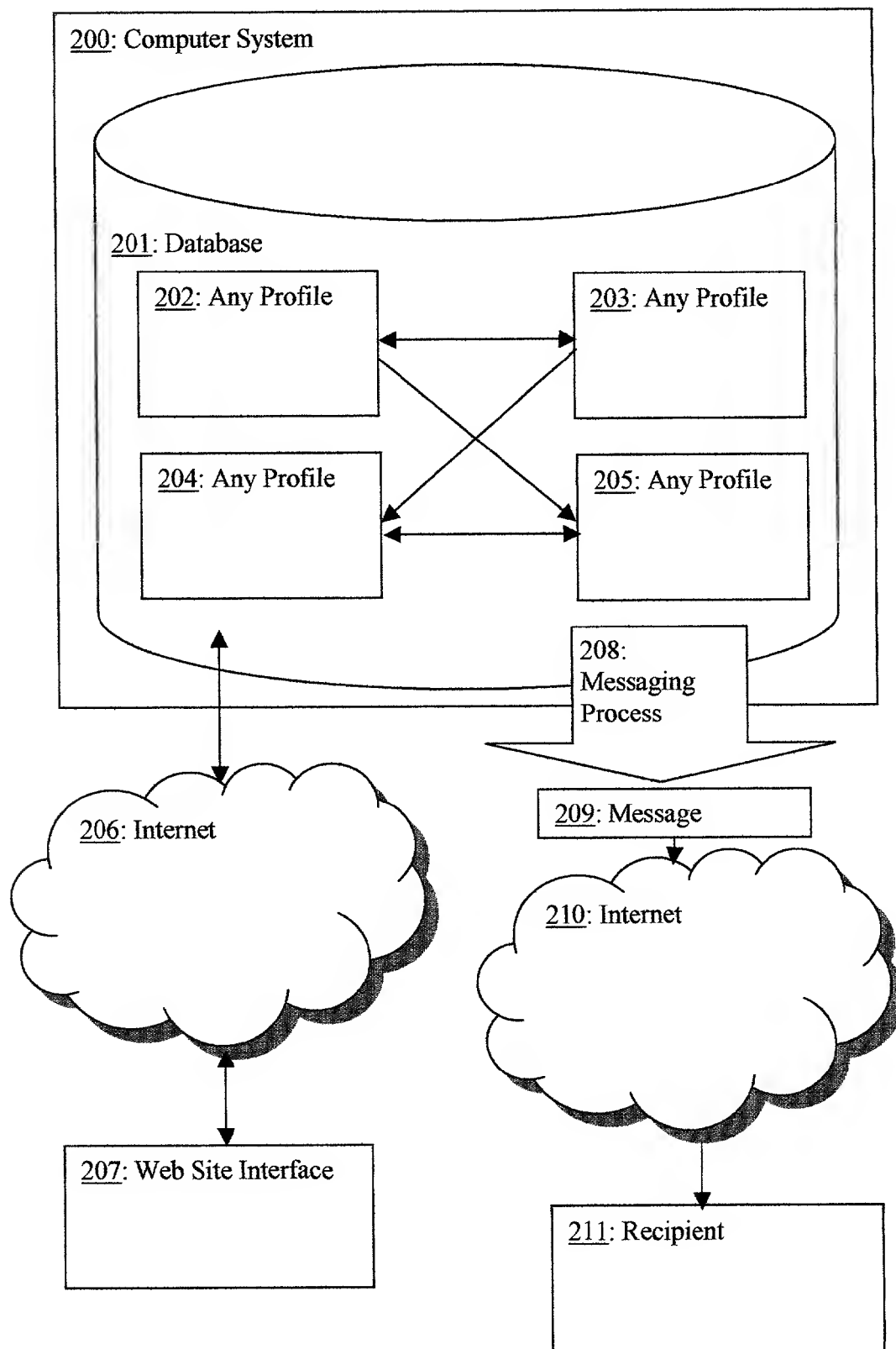
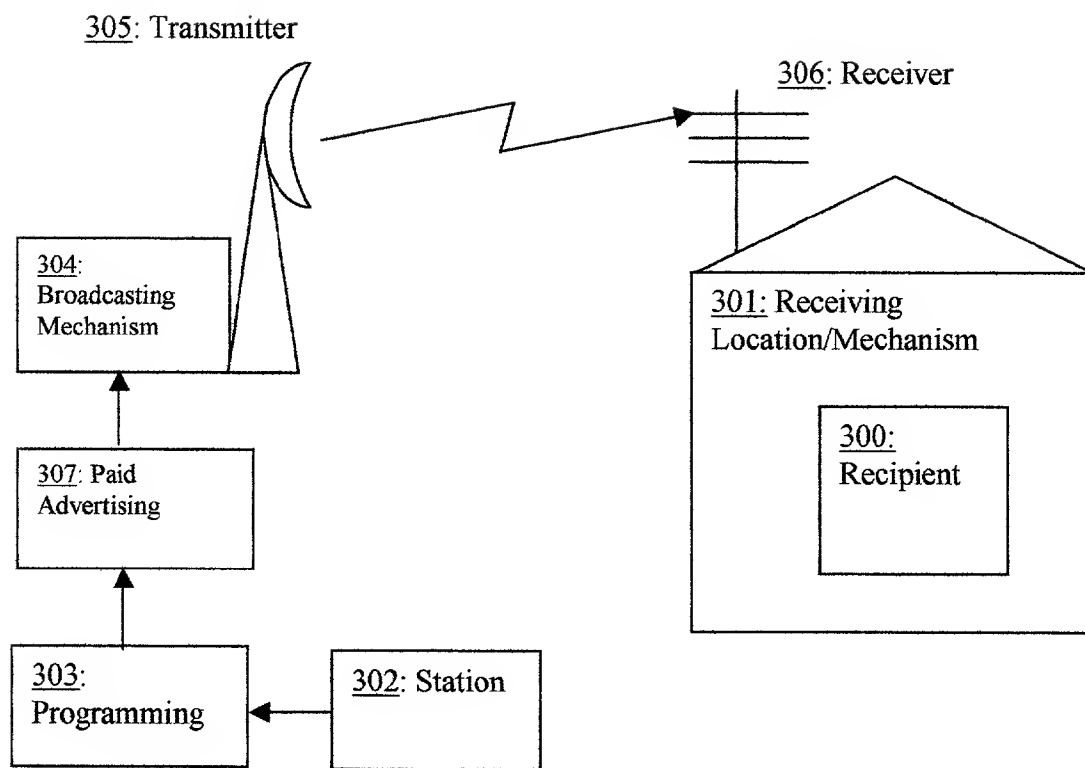
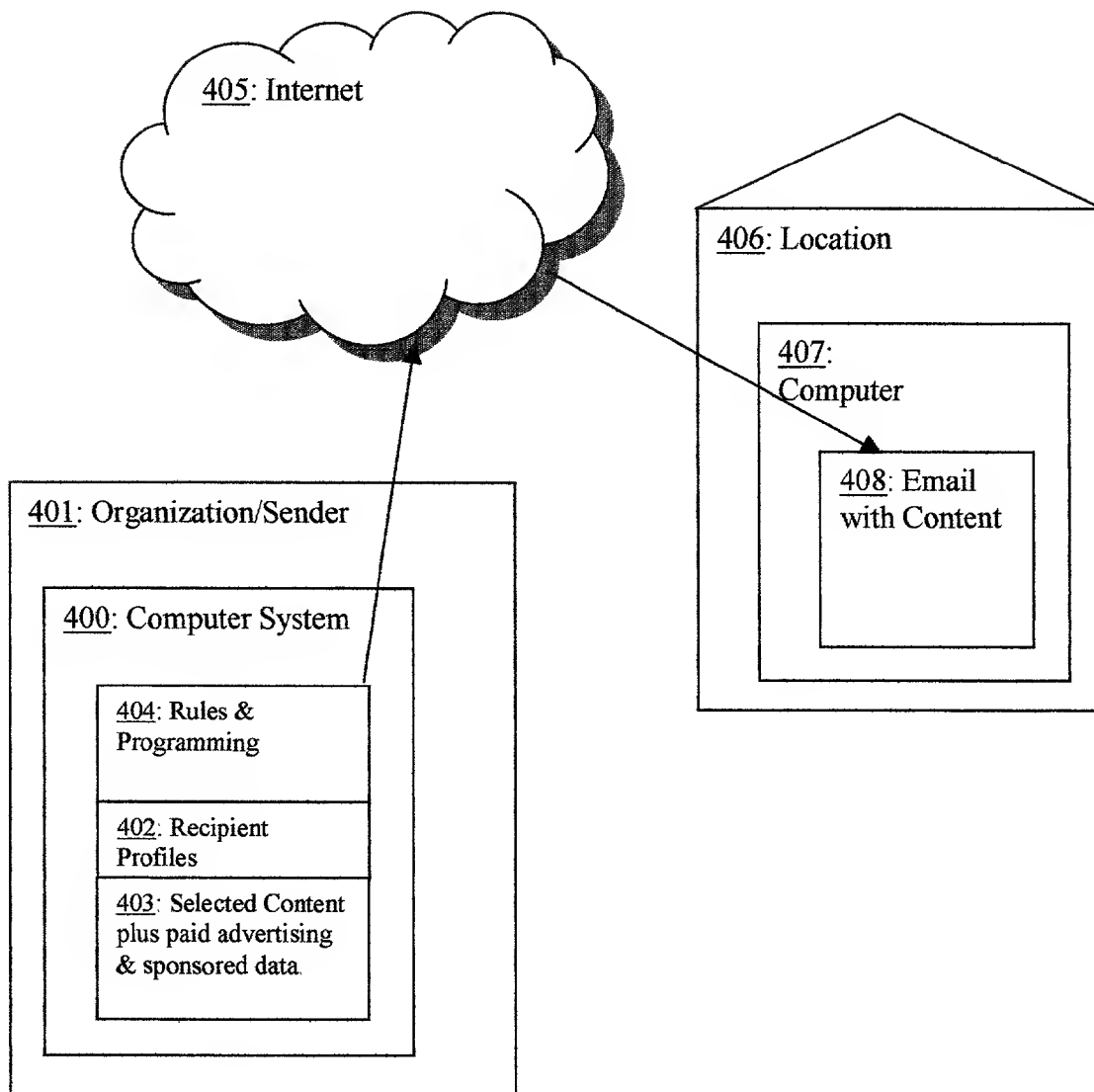


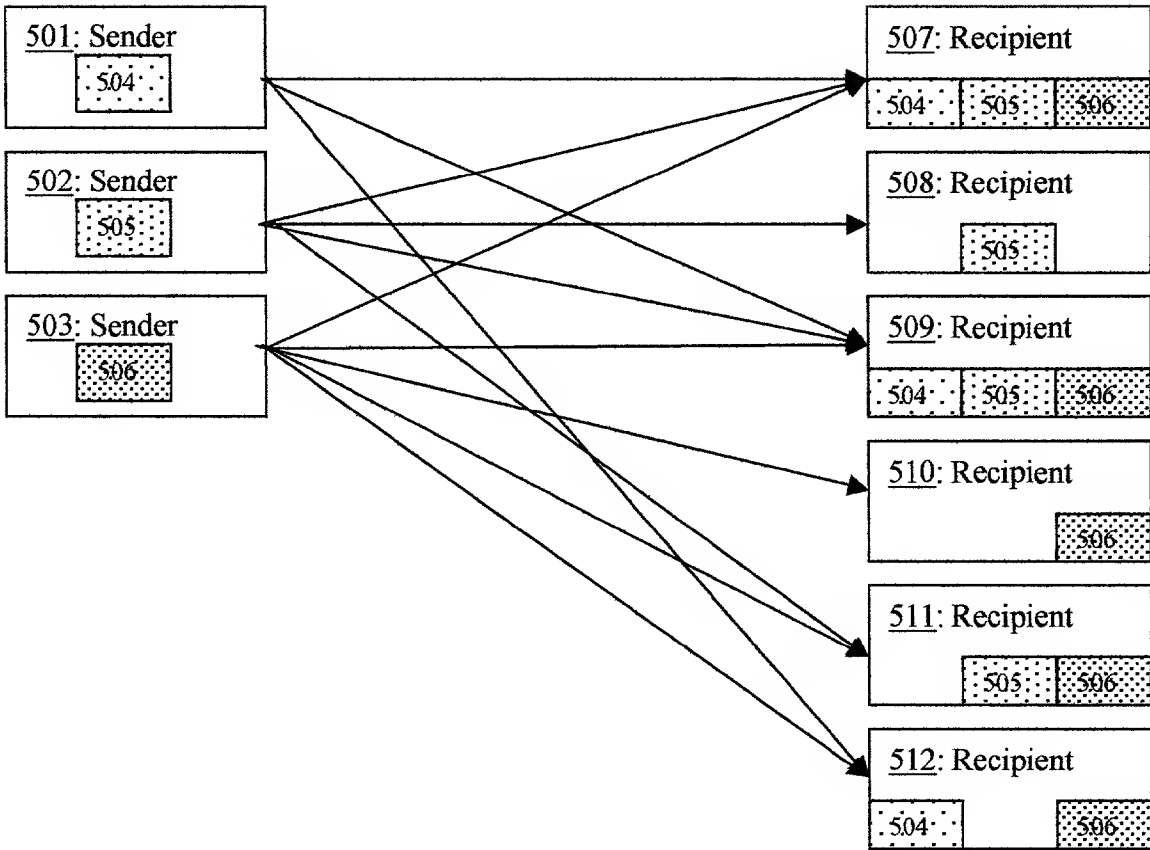
FIG. 2



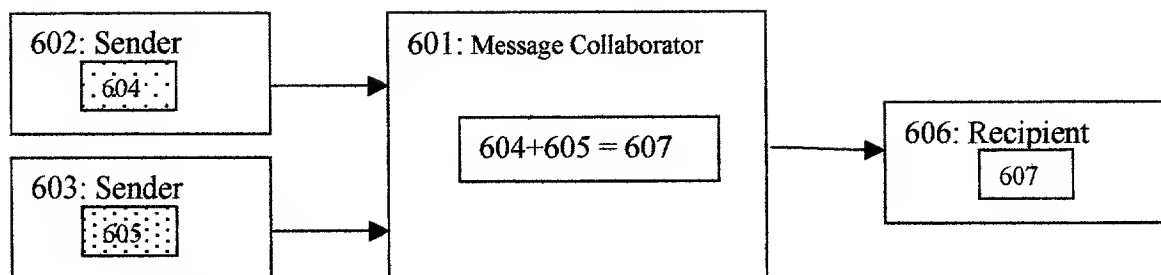
**PRIOR ART**  
**FIG. 3**



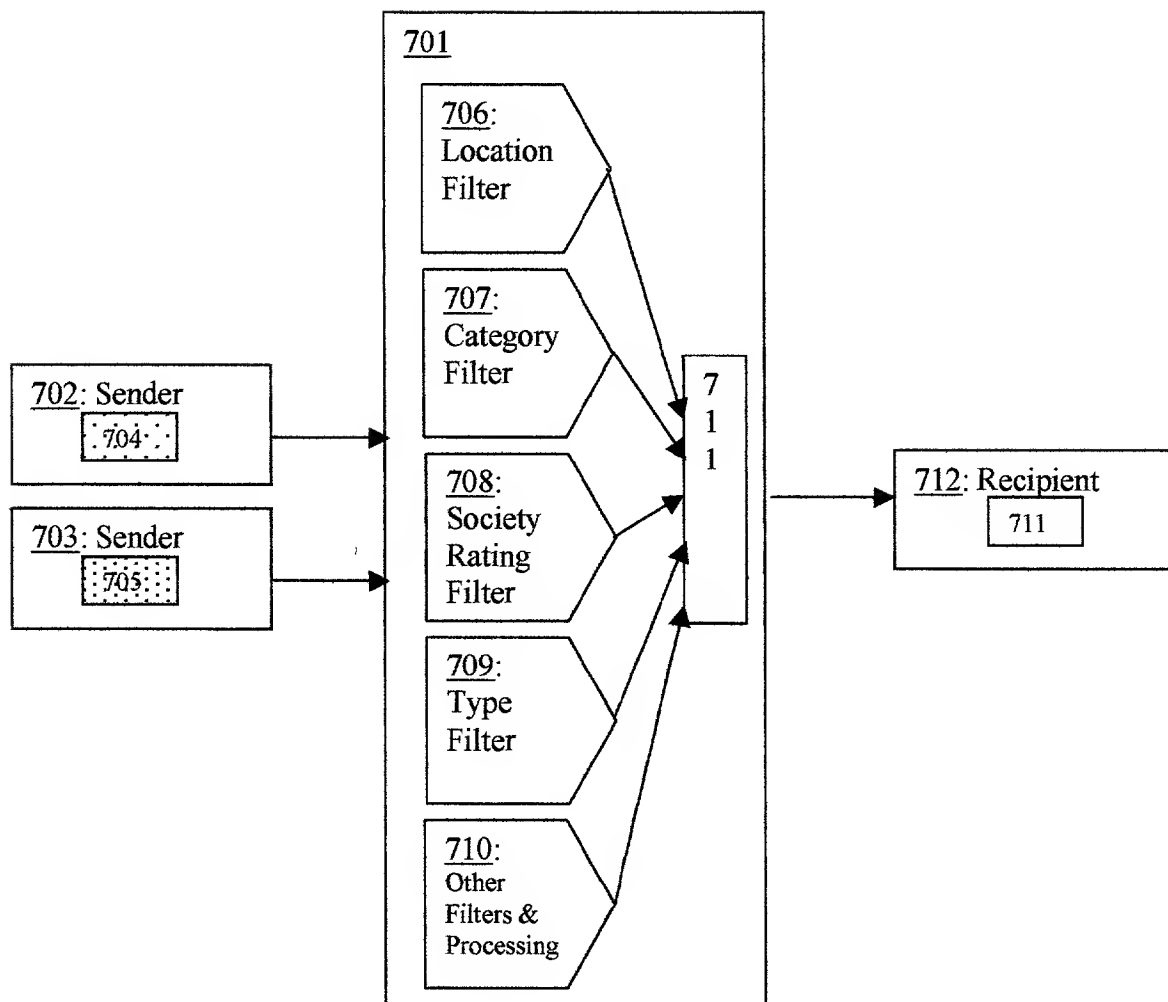
**PRIOR ART**  
**FIG. 4**



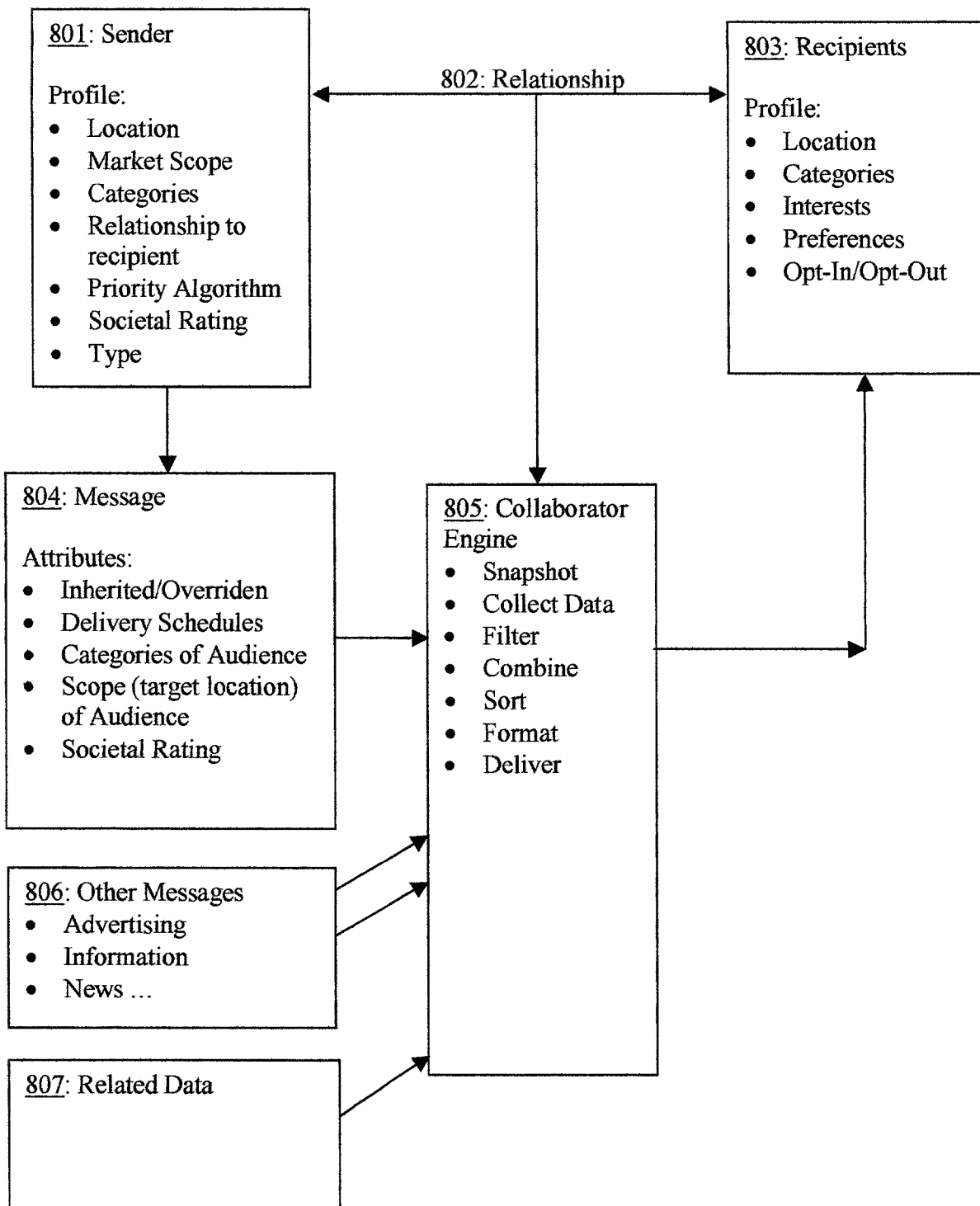
**PRIOR ART**  
**FIG. 5**



**FIG. 6**



**FIG. 7**



**FIG. 8**

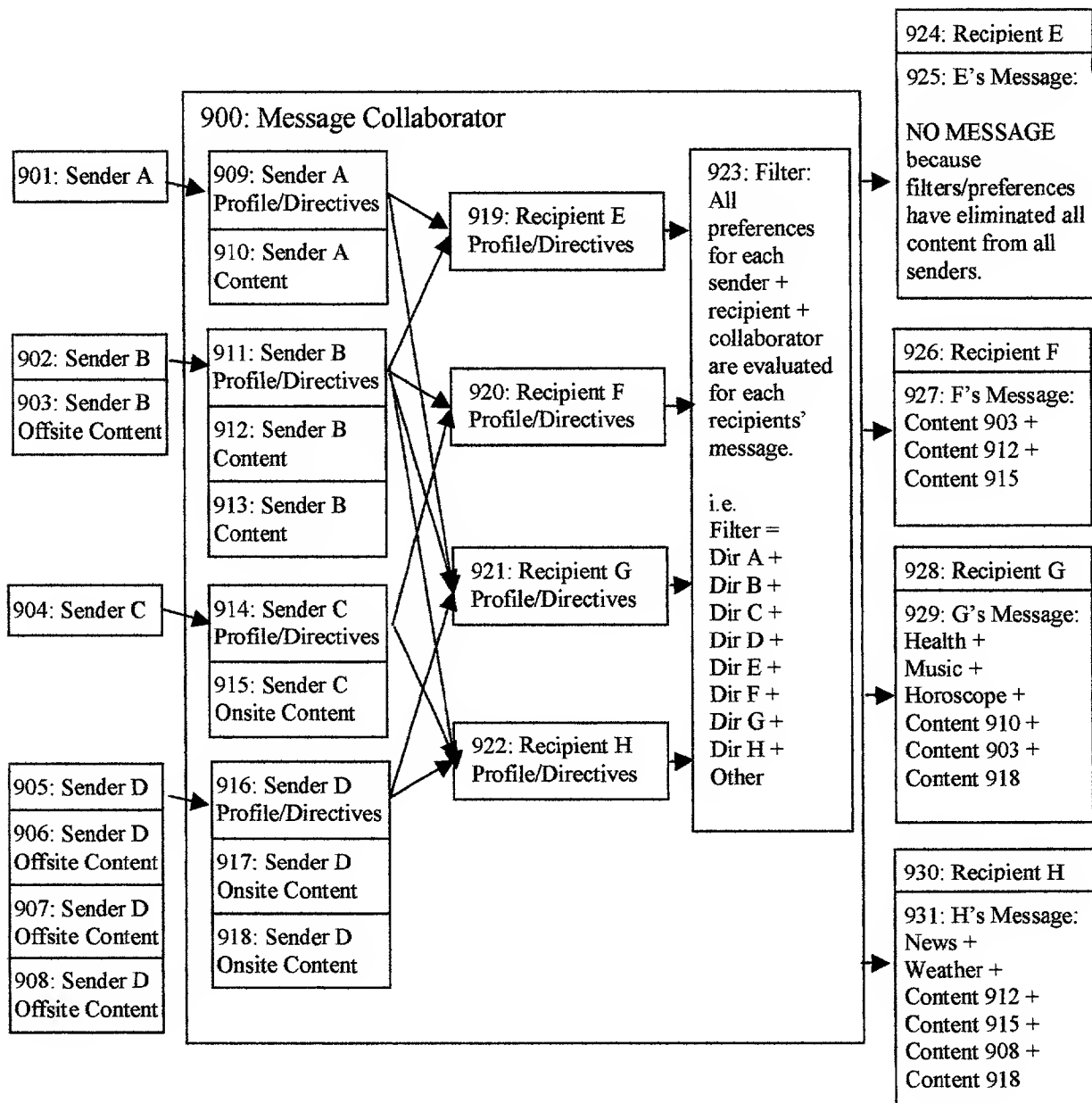
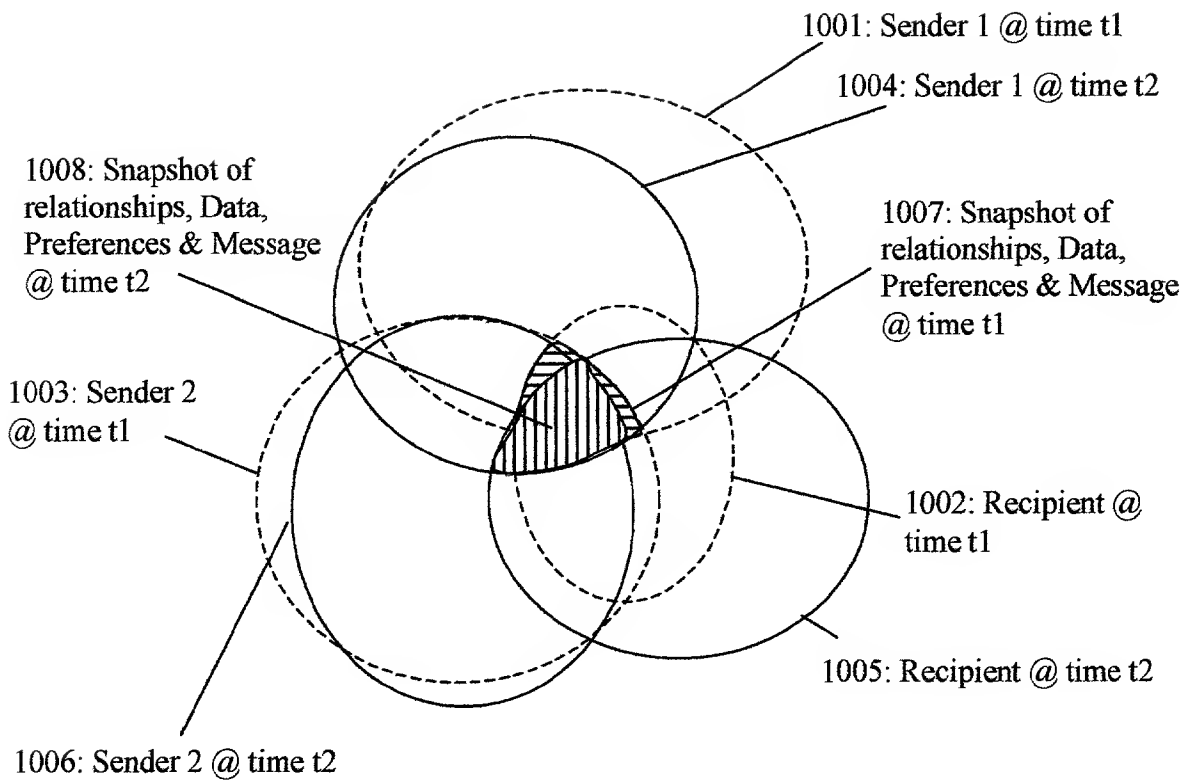


FIG. 9



**FIG. 10**

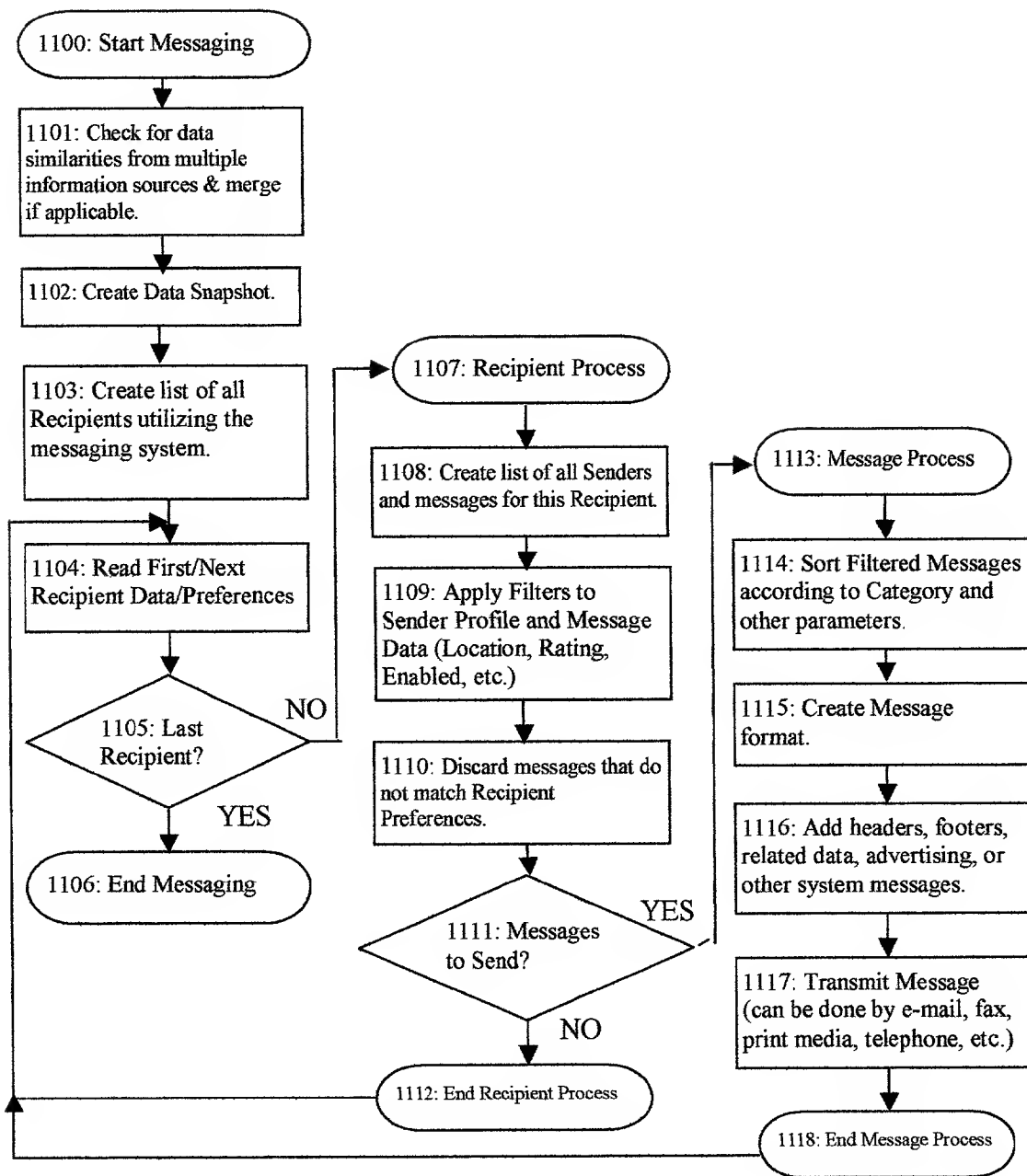


FIG. 11

1201: Personalized to Bob Jones

1202: Content from a possible sponsor



TM

## Your Personal Connection™

Personalized for Bob Jones ID 4B98  
Sponsored by Lowlander Club of Salt Lake  
Where you can win a FREE Trip to Las Vegas

SPONSOR  
LOGO OR  
PICTURE

1203: Opt-In  
Information  
Block

### PERSONALIZED INFORMATION

**LOCAL WEATHER:** [80] [82] [84] [76] [45]. Sunny and warm  
Mon, Tues, and Wednesday followed by rain and snow ...

1204: Paid  
Advertising  
Block.

### THE WIND – 93.9 FM - PRESENTS

**The Wind (KBXN 93.9 FM)** Invites you to enter to win a free trip to  
Cancun Mexico this Thursday on 93.9 FM.

### YOUR PERSONALIZED INFORMATION

#### NEWS & CURRENT EVENTS

1205: Opt-in,  
relationship  
driven blocks

#### LOCAL NEWS – SPONSORED BY CBA NEWS CORPORATION

2 people die in protest for the Olympics John Meyers, spokesman for the Olympics is dumb founded by this ...  
Mayor Jack wins the Jackson award Mayor Jack, long time hero for Salt Lake City, was given the award for ...

#### WORLD NEWS – BY WORLD NEWS CORPORATION

Airplane Crashes into the Towers leaving an estimated 10,000 dead or injured as USA experiences terrorism in ...  
Afghanistan Mosque destroyed by missile fire when two US Military jets bombed the city. Johnny D apologized ...

### FRIENDS & FAMILY

1206: Opt-in,  
relationship  
driven blocks  
from friends &  
relatives.

#### YOUR FRIENDS

Michael Johnson - I'm having a Christmas Party Dec 23rd from 7 pm till the Cows come home. You are invited!!!  
I hope you can make it.  
Jack James - Pete's Party is this Friday at my house at 8pm (999 East Wedgewood).

#### YOUR FAMILY

Laura Miles - Hey family. Remember the Christmas Party is December 16th at Carolyn's house.  
Angie Miles - Mary had a baby boy on Dec, 14 2001 at 2 AM. Weighed in at 8 lbs 4 oz - healthy as a bug. Visit my  
site for photos. Angie.

### ENTERTAINMENT

1207: Opt-in,  
relationship  
driven blocks  
from favored  
companies.

#### NIGHT CLUBS

All Night Club - Karaoke Competition all week - winner gets \$100.  
Rendezvous - Women free this friday!

#### RESTAURANTS

The Banana Garden - All You Can Eat Tuscani Festival - \$8.95 All Week! [Print Coupon](#)  
Pan Wokit Express - 20% Discount if you mention our keyword: WOKIT

#### MOVIES

Century 41 Theatres - New Release of Jedi & The King - Click link to order online!

### MUSIC

1208: Opt-in,  
relationship  
driven  
information on  
a selected artist.



Thanks for choosing me as a favorite. Please join me this week at xyz club where I  
will debut my newest song In the winds of time.

#### This Week

- \* October 12, Mixed Spirits, 7 PM to 12 AM
- \* October 14, 12 Goat Saloon, 7 PM to 1 AM
- \* November 8, Park City Jazz Festival, 12 Noon to 3 PM

FIG. 12

1301: Airbus Crash  
Information Block  
driven by the AirBus  
event on 11/12/01.

## NEWS & CURRENT EVENTS

### WORLD NEWS



PLANE DOWN IN NEW YORK, World News Corporation ...  
Details of the AirBus Airplane Technology, Airbus Inc. ...  
Weather effects on the Airbus crash, sponsored by the Weather Channel ...  
3<sup>rd</sup> complaint of overworked and underpaid air traffic controllers Kennedy Airport ...  
The type of engine that powered the airbus may have been the cause. CBA News ...

2 people die in protest for the Olympics John Meyers, spokesman for the Olympics is dumbounded by this attack ...  
Mayor jack wins the Jackson award. Mayor Jack, long time hero for Salt Lake City, was given the award for ...

1302: Separate content  
from the World News  
Corporation

1303: Separate content  
from the manufacturer  
of AirBus planes

1304: Separate content  
from a weather channel  
regarding weather on  
11/12/01 at the location  
of the crash.

FIG. 13